

## WHY THIS SURVEY?

The design, construction, and maintenance of roads, bikeways, sidewalks, and public transit cost taxpayers a lot of money.

The **TRAVEL & ACTIVITY SURVEY** collects data about where people in Chicagoland travel for work, school, recreation, shopping, and other purposes to help prioritize transportation needs.



The results are used to plan transportation improvements, and other projects that affect mobility, access to jobs, air quality, and quality of life.

## HOW WAS YOUR HOUSEHOLD SELECTED?

A small number of households in Chicagoland were randomly selected. Because government surveys are exempt from Do-Not-Call lists, everyone in your area had an equal chance of being selected to participate in our study.

## CONFIDENTIALITY

All information your household provides will be kept strictly confidential.

Your name and personal information will be separated from your responses for analysis.

## WHAT DOES YOUR PARTICIPATION INVOLVE?



In the next 2-3 days, you will receive a phone call between 5:00pm and 9:00pm. The phone call will be from an interviewer at NuStats, a nationally recognized survey research firm. Questions will be asked to ensure that our survey represents different types of households in Chicagoland. Such information includes the number of people in your household, their ages and race/ethnicity, where they work or go to school, and the number and types of vehicles. The interviewer who calls can answer any questions that you have about the survey.

Next, all persons in your household will receive personalized travel logs in the mail. Everyone should use the logs to record their activities, the places they visit, and stops they make, whether around town or out of town for a specific time period.



Logs should be self-completed by all persons ages 12 and older. We ask that parents fill out the logs for children under age 12.

An interviewer will call after your travel day to collect information from each person in the household. The interviewer will want to speak directly with each person age 16 and older, so a specific appointment (day and time) will be set. If the logs were used to record all the information, this interview is quick.



*To plan for future transportation needs, decision makers rely on the information YOU provide about your actual travel habits. Your household's information can only be used for planning and decision-making if everyone in the household participates.*

## WANT MORE INFORMATION ABOUT HOW TO GET STARTED WITH THE SURVEY?

Call Stacey Bricka, NuStats, toll-free 1-800-447-8287, ext. 2240,  
or email, [sbricka@nustats.com](mailto:sbricka@nustats.com)

## WANT MORE INFORMATION ABOUT CMAP OR THE TRAVEL & ACTIVITY SURVEY?

CMAP Survey Hotline: 312-386-8833  
or visit, [www.chicagoareaplanning.org/travelsurvey](http://www.chicagoareaplanning.org/travelsurvey)

## WHY SUPPORT THIS SURVEY?

**Randy Blankenhorn,**  
Executive Director,  
Chicago Metropolitan Agency for  
Planning (CMAP)

*"Mobility is essential for the economic health of our community. All citizens should participate to ensure that transportation projects planned for the region truly reflect the area's needs."*

**Gerald Bennett, Chair,**  
Chicago Metropolitan Agency for  
Planning (CMAP)

*"We've heard from the public, through recent outreach efforts, that transportation is a top issue for the community. As we chart a 20-year vision for Chicagoland, we will rely on travel information from this survey. It's important that everyone's voice is heard as we develop transportation solutions for the future."*

## FREQUENTLY ASKED QUESTIONS

### WHAT IS THE SURVEY?

- Collects information on travel behavior and daily activity – when, where, how and why.
- Travel data will be used to reveal travel trends in Chicagoland.
- Our goal is to gather information necessary to help determine future transportation investments.

### WHY IS MY PARTICIPATION SO IMPORTANT?

- The last survey was done fifteen years ago and we need to understand changes in travel behavior since then.

### WHY DO YOU NEED SO MUCH PERSONAL INFORMATION?

- Personal characteristics are good predictors of household travel patterns. With this information, we can help identify where future transportation investment is needed.
- Your information, combined with that of the other participating households, will be used to provide a general profile of everyone in your area.



## YOU CAN HELP CHICAGOLAND PREPARE FOR ITS FUTURE TRANSPORTATION NEEDS!

Find out how to participate inside.

Survey conducted by NuStats  
on behalf of:



**Chicago Metropolitan  
Agency for Planning**